



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Media Placement Service  
709 Westchester Drive  
Suite 101  
Highpoint, NC 27262

## Contract # 337721

**Schedule Dates** 10/23/12-10/28/12  
**Advertiser** Troxler Commissioner Agriculture (9768)  
**Agency** Media Placement Service (2733)  
**Product** Political - State Candidate (1071)  
**Brand** POLITICAL (28001)  
**Salesperson** Wade, Dave (1546)  
**Sales Office** WSOC-TV  
**Buyer Name** Verrillo, Dan  
**Phone/Fax** (336) 289-2955 /  
**CPE** 1659  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/18/12  
**Last Modified** 10/18/12  
**Entered By** Dave Wade  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,046.25  
**Net Total** \$5,928.75  
**Sales Tax**

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	16	\$6,975.00
<b>Grand Total:</b>	<b>16</b>	<b>\$6,975.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	5:30A- 6A (EST)	3		X	X	X	X			3	\$425.00	\$1,275.00	Charlotte (WSOC)		10/18/12
2.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	9A- 10A (EST)	3		X	X	X	X			3	\$375.00	\$1,125.00	Charlotte (WSOC)		10/18/12
3.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	10A- 11A (EST)	3		X	X	X	X			3	\$375.00	\$1,125.00	Charlotte (WSOC)		10/18/12
4.0	Normal Line / Spot	10/23/12-10/26/12	5	:30	12P- 12:30P (EST)	3		X	X	X	X			3	\$375.00	\$1,125.00	Charlotte (WSOC)		10/18/12
5.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	6A- 7A (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)		10/18/12
6.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	12P- 12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)		10/18/12
7.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	12P- 12:30P (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)		10/18/12
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6P- 6:30P (EST)	1		X	X	X	X			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		10/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 5

**Station and Location:**

WSDC Charlotte

**Date:**

10-18-12

I, Peggy Shufelt,  
 being/on behalf of: Steve Troxler, a legally  
 qualified candidate of the Republican political  
 party for the office of: NC Commissioner of Agriculture  
 in the General  
 election to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

**Total Charges:**

\$5928.75